



# Arapahoe County 2024 Ballot Measure Survey

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February 12<sup>th</sup> to 21<sup>st</sup>, 2024



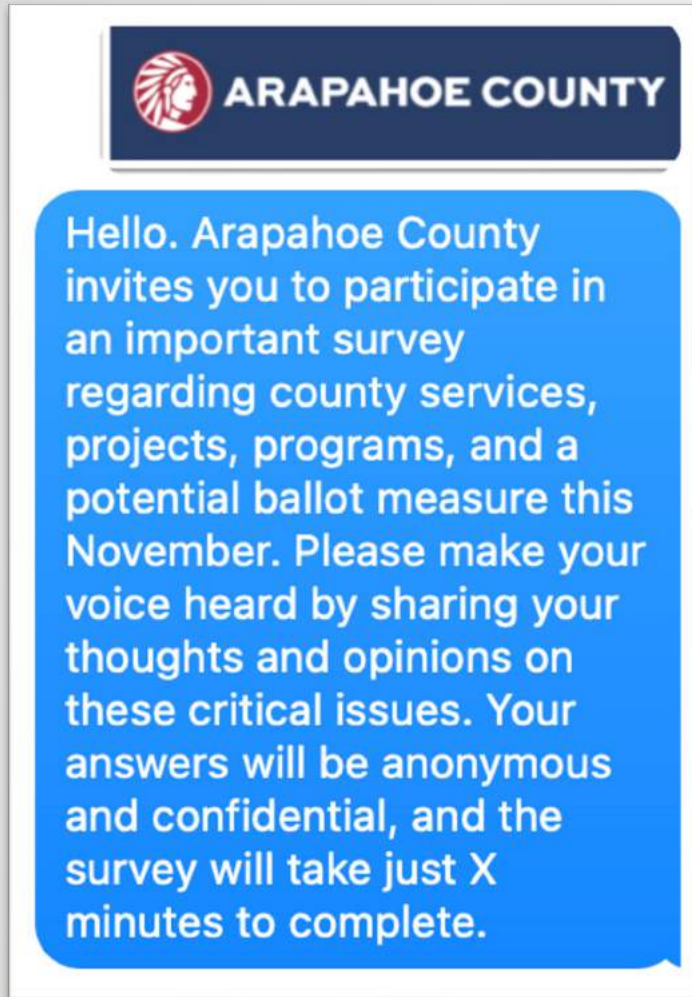
**ARAPAHOE COUNTY**



**Magellan Strategies**

Your Trusted Survey Research Partner

# Methodology

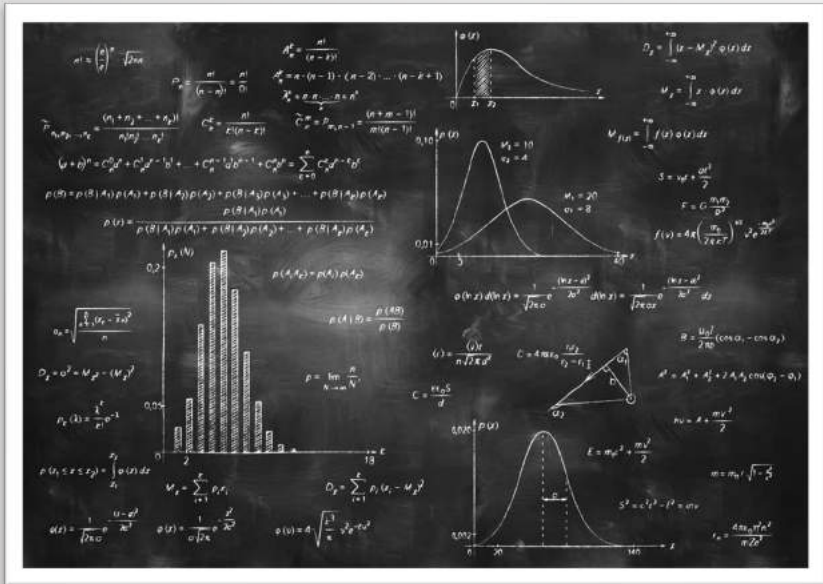


Magellan Strategies is pleased to present the results of an online survey of 2,875 registered voters in Arapahoe County, Colorado. The interviews were conducted from February 12<sup>th</sup> to February 21<sup>st</sup>, 2024.

The overall survey responses have a margin of error of +/- 1.82% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey results are weighted to be representative the voter turnout demographics of a Presidential election cycle in Arapahoe County, Colorado.

# Survey Objectives



- The primary objective of this survey was to measure voter support and opposition for a 0.25% sales tax increase or a de-Brucing ballot measure to create additional funding for essential county services.
- The survey educated respondents about the impact of a potential 10% across-the-board budget cut.
- The survey tested messages and information about the reasons why these ballot measure are being considered.
- The survey measures job approval ratings for county programs and services.



## Arapahoe County Magellan Strategies Voter Registration and Past Election Turnout Report

Municipality	Registration		2022		2021		2020		2019	
City Of Aurora	217,961	47.5%	109,109	42.5%	67,485	42.6%	159,888	45.1%	70,697	43.3%
City Of Centennial	84,461	18.4%	56,520	22.0%	35,853	22.6%	71,580	20.2%	37,397	22.9%
City Of Littleton	33,492	7.3%	21,604	8.4%	13,982	8.8%	27,687	7.8%	13,894	8.5%
City Of Englewood	25,395	5.5%	14,489	5.6%	8,146	5.1%	19,755	5.6%	8,678	5.3%
City Of Greenwood Village	12,559	2.7%	8,290	3.2%	6,131	3.9%	10,573	3.0%	5,503	3.4%
Balance of County	84,573	18.4%	46,594	18.2%	26,945	17.0%	65,159	18.4%	27,181	16.6%
Total	458,441	100.0%	256,606	100.0%	158,542	100.0%	354,642	100.0%	163,350	100.0%

Sex	Registration		2022		2021		2020		2019	
Female	234,548	51.2%	134,867	52.6%	83,223	52.5%	187,002	52.7%	85,692	52.5%
Male	223,893	48.8%	121,740	47.4%	75,320	47.5%	167,640	47.3%	77,659	47.5%
Total	458,441	100.0%	256,606	100.0%	158,542	100.0%	354,642	100.0%	163,350	100.0%

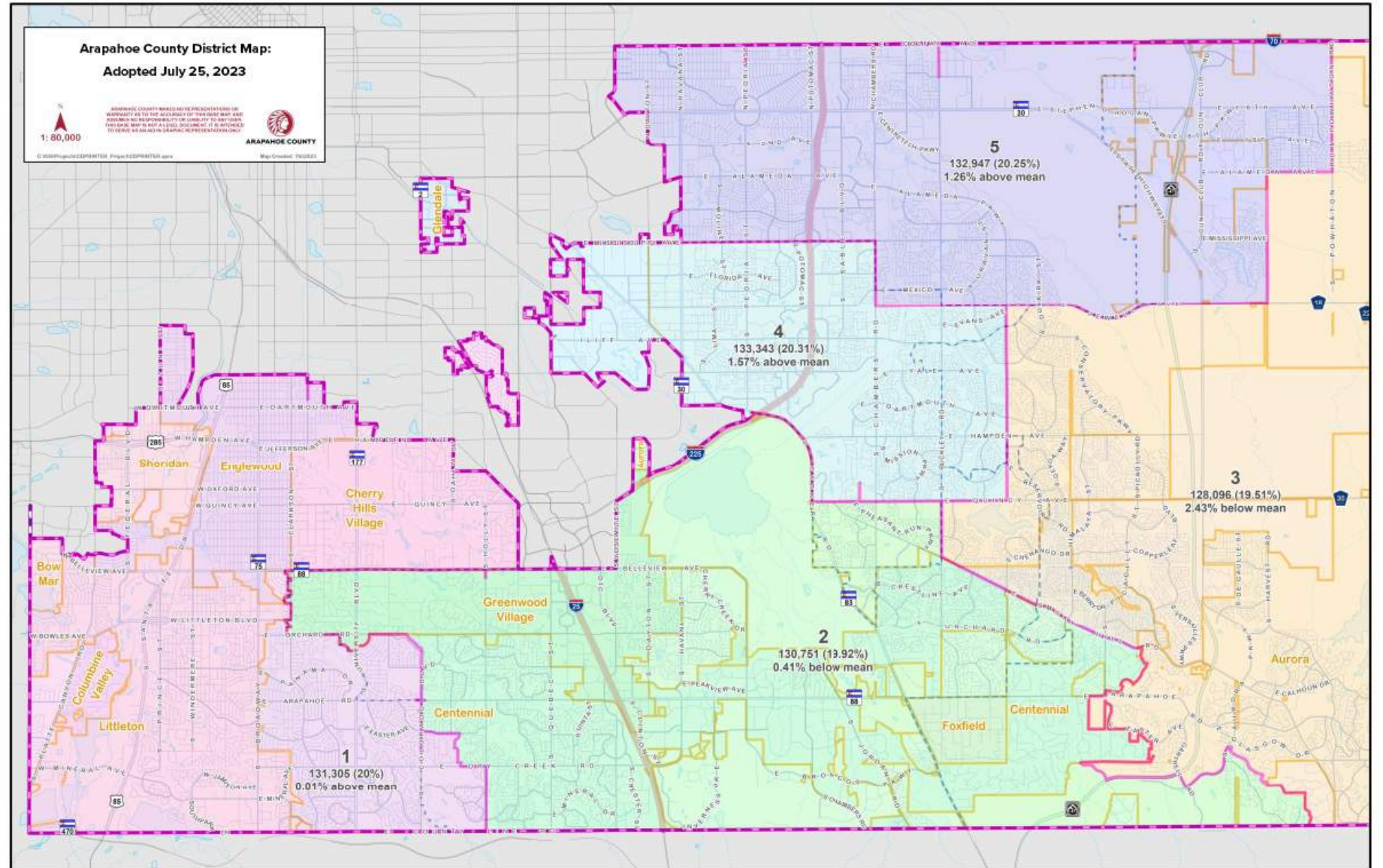
Age Group	Registration		2022		2021		2020		2019	
18-34	141,823	30.9%	49,903	19.4%	21,719	13.7%	95,531	26.9%	23,744	14.5%
35-44	86,383	18.8%	44,004	17.1%	23,227	14.7%	63,288	17.8%	22,429	13.7%
45-54	71,401	15.6%	44,100	17.2%	25,725	16.2%	59,428	16.8%	26,434	16.2%
55-64	64,693	14.1%	46,074	18.0%	31,442	19.8%	59,804	16.9%	35,646	21.8%
65+	94,141	20.5%	72,525	28.3%	56,429	35.6%	76,591	21.6%	55,097	33.7%
Total	458,441	100.0%	256,606	100.0%	158,542	100.0%	354,642	100.0%	163,350	100.0%

Party	Registration		2022		2021		2020		2019	
Unaffiliated	217,937	47.5%	103,171	40.2%	56,969	35.9%	138,860	39.2%	52,680	32.2%
Democrat	139,419	30.4%	86,436	33.7%	54,429	34.3%	121,280	34.2%	56,257	34.4%
Republican	92,501	20.2%	63,734	24.8%	45,458	28.7%	89,192	25.1%	52,686	32.3%
Libertarian	4,707	1.0%	2,206	0.9%	1,183	0.7%	3,612	1.0%	1,254	0.8%
Other	3,877	0.8%	1,059	0.4%	503	0.3%	1,698	0.5%	473	0.3%
Total	458,441	100.0%	256,606	100.0%	158,542	100.0%	354,642	100.0%	163,350	100.0%

## Arapahoe County Voter Registration and Turnout Demographics

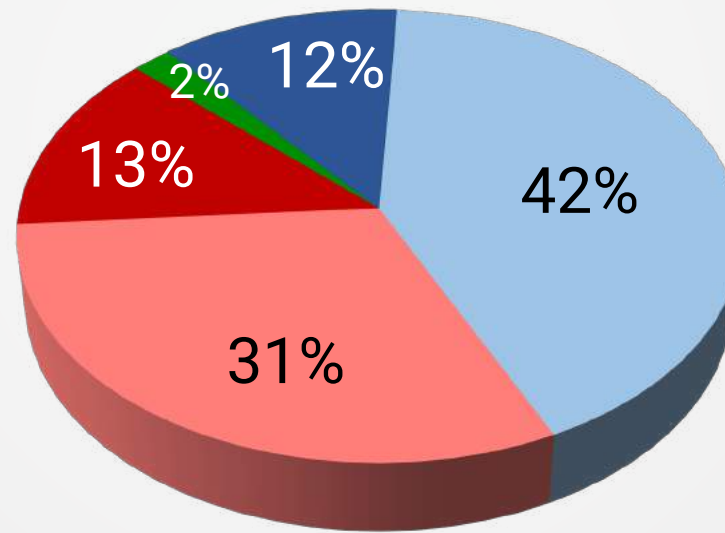


# Arapahoe County Commissioner Districts



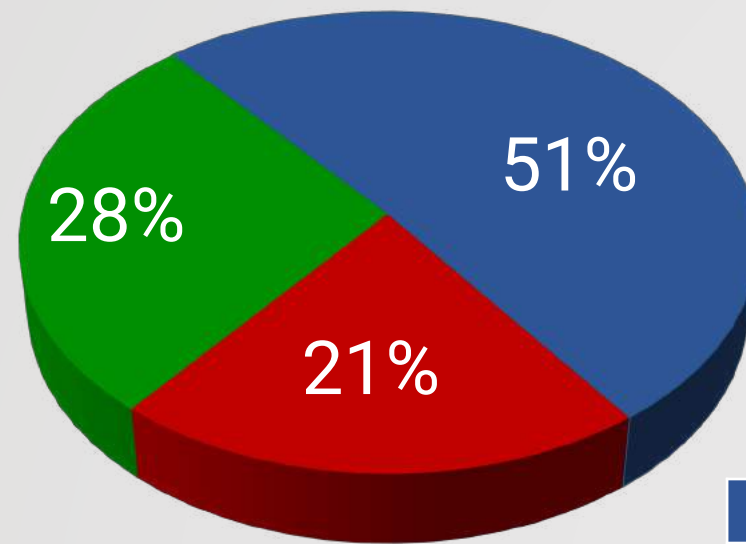
# How familiar are you with the public services, projects, and programs provided by Arapahoe County?

Very & Somewhat Familiar 54%



- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All
- No Opinion

Do you approve or disapprove of the job Arapahoe County is doing providing public services, projects, and programs for county residents?



- Total Approve
- Total Disapprove
- No Opinion

Strongly Approve	11%
Somewhat Approve	40%
Strongly Disapprove	8%
Somewhat Disapprove	13%



In your own words,  
please describe the top  
two or three issues or  
problems that you think  
Arapahoe County  
should be addressing  
the most.

Themes
Infrastructure and Road Maintenance
Homelessness and Housing Affordability
Crime and Public Safety
Taxation and Budget Management
Community Services and Social Support

“Maintaining roads and infrastructure, keeping taxes low, astronomical cost of housing.”  
-Female, 35-44, Republican, Homeowner, District 1

“Crime, transportation issues (various..roads to trains), zoning/planning.”-Male, 55-64, Unaffiliated, Homeowner, District 3

“Affordable Housing, Schools, helping those in need.”-Male, 18-34, Democrat, Renter, District 5

“Infrastructure maintenance/replacement, affordable housing, too much growth.” – Female, 65+, Unaffiliated, Homeowner, District 4

“Extreme lack of affordable housing, poor road maintenance.” -Female, 35-44, Democrat, Renter, District 2

“Roads-asphalt replacement, Communication of projects-never know what’s going on, property tax increases.” – Male, 45-54, Republican, Homeowner, District 3

“Crime, Infrastructure, financial aid programs for elderly.” – Male, 55-64, Unaffiliated, Renter, District 1

“Homeless population- providing safe locations and services for them Growing housing and population in the county and maintaining the roads and bringing in more business to the county such as grocery stores around the E470 I70 corridor.” – Female, 45-54, Unaffiliated, Homeowner, District 5

“Affordable housing, resources for unhoused community.” – Female, 35-44, Democrat, Renter, District 4

“Homelessness, cost of living, road infrastructure.” – Female, 35-44, Unaffiliated, Homeowner, District 2



In your own words, please describe the top two or three issues or problems that you think Arapahoe County should be addressing the most.

The top five themes were:

### **Infrastructure and Road Maintenance**

Many residents highlighted the poor condition of roads, potholes, and the need for better road maintenance. Improving road safety, sidewalk construction, and addressing traffic congestion were significant concerns.

### **Homelessness and Housing Affordability**

There are concerns about the homeless population, the lack of affordable housing, and the need for resources to support those in need. Encampments, panhandling, and providing affordable housing solutions were frequently mentioned.

### **Crime and Public Safety**

Residents highlighted various crime-related issues, including property crime, theft, gun violence, and the need for more police presence and enforcement.

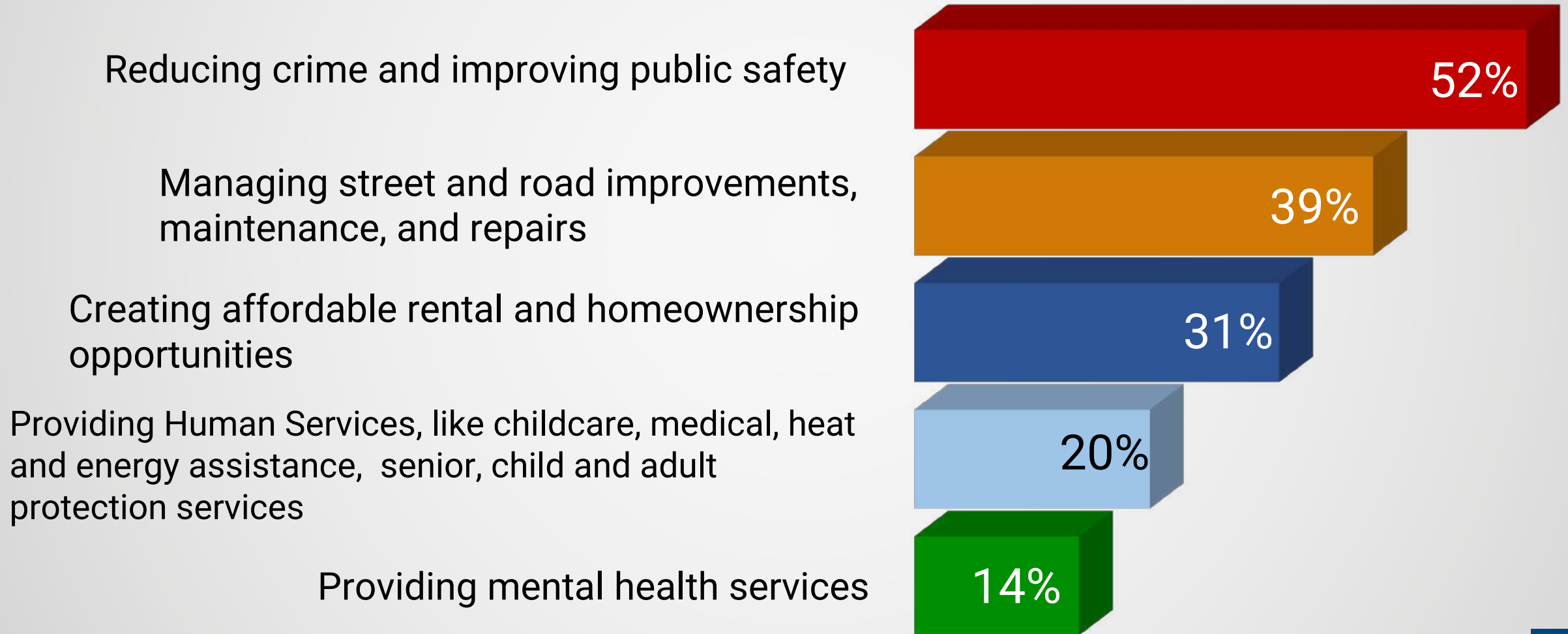
### **Taxation and Budget Management**

There are concerns about high property taxes and calls for reducing taxes or cutting unnecessary spending. Respondents also mentioned the need for responsible budget management and allocating funds to essential services.

### **Community Services and Social Support**

Residents emphasized the importance of providing social services, mental health resources, and support for vulnerable populations. There were calls for improved access to healthcare, education and assistance for families in need.

And from the following list of issues impacting your community, choose two that you think Arapahoe County should be addressing the most.



And from the following list of issues impacting your community, choose two that you think Arapahoe County should be addressing the most.

Alleviating traffic congestion

10%

Providing Community Resource Services, like job seeker & employment services, senior citizen transportation and housekeeping assistance, and veteran services

9%

Judicial services, courts, and jail

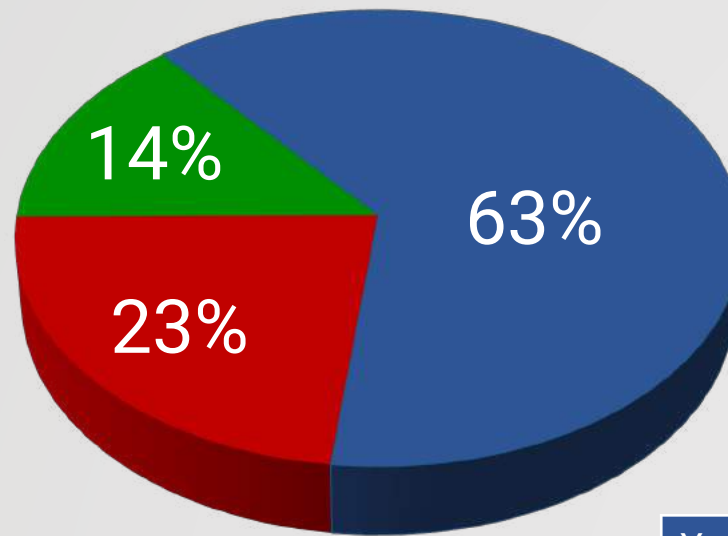
8%

Some other issues not mentioned\* (Top 3 themes are property taxes, homelessness, and immigration)

14%



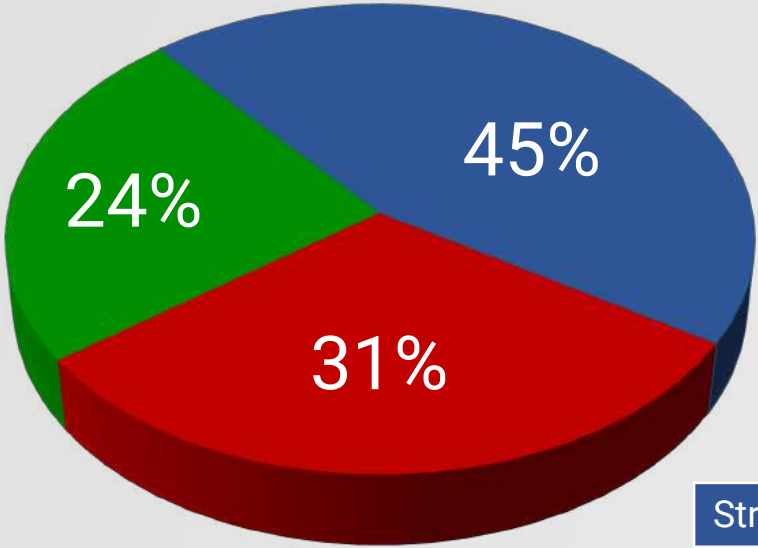
Do you think Arapahoe County has the financial resources to provide an acceptable level of county services, projects, and programs to county residents?



- Total Yes
- Total No
- No Opinion

Yes, definitely	28%
Yes, probably	35%
No, definitely not	5%
No, probably not	18%

Do you agree or disagree with the following statement? “Arapahoe County is fiscally responsible and spends taxpayer money wisely.”



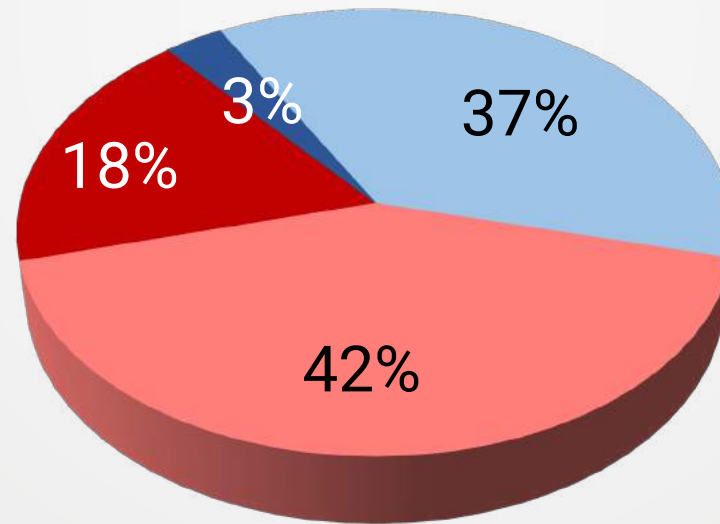
- Total Agree
- Total Disagree
- No Opinion

Strongly Agree	10%
Somewhat Agree	35%
Strongly Disagree	13%
Somewhat Disagree	18%

# How would you rate the condition of the major streets and roads in Arapahoe County?

Do you consider them to be excellent, good, fair, or poor?

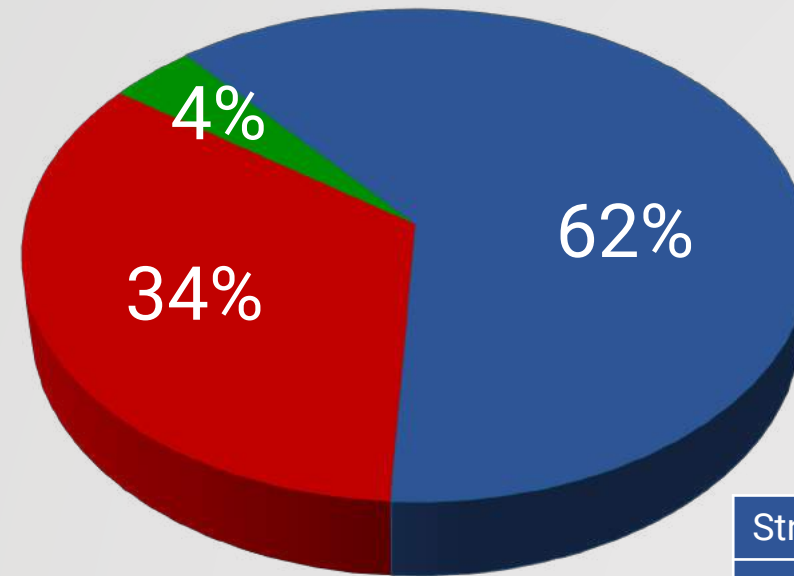
Excellent and Good Combined	40%
Fair and Poor Combined	60%



■ Excellent ■ Good ■ Fair ■ Poor



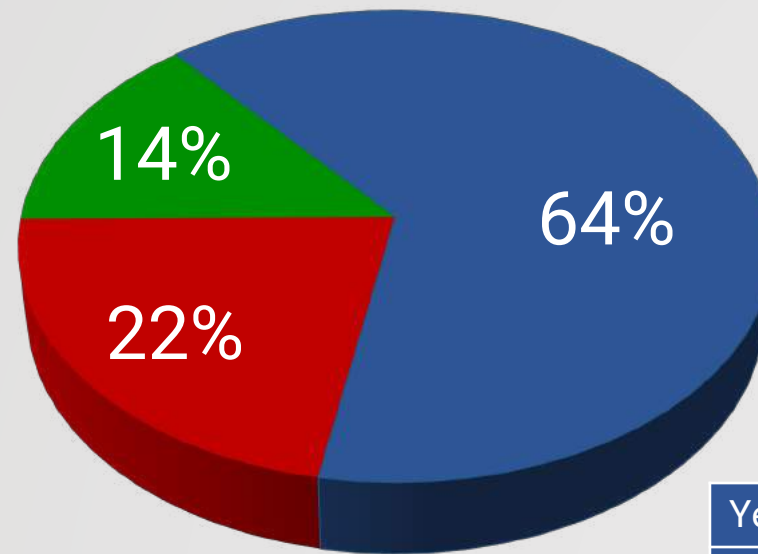
Do you approve or disapprove of the job the Arapahoe County Public Works Department is doing maintaining the county's streets and roads?



- Total Approve
- Total Disapprove
- No Opinion

Strongly Approve	8%
Somewhat Approve	54%
Strongly Disapprove	12%
Somewhat Disapprove	22%

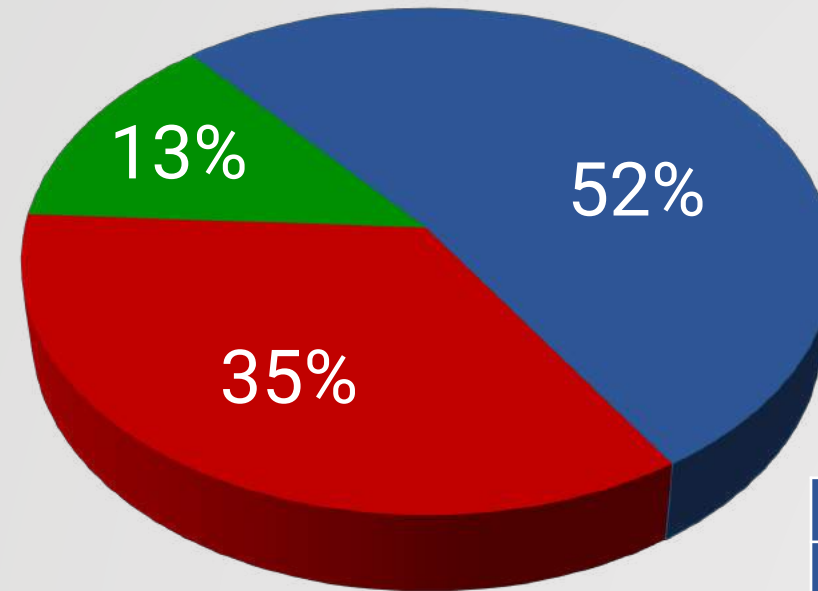
Do you think Arapahoe County  
has the financial resources  
needed to adequately  
maintain, repair, and improve  
the county's streets and  
roads?



■ Total Yes  
■ Total No  
■ No Opinion

Yes, Definitely	25%
Yes, Probably	39%
No, Definitely Not	3%
No, Probably Not	19%

Do you approve or disapprove of the job the Arapahoe County Sheriff's Office is doing addressing county public safety needs and providing services?

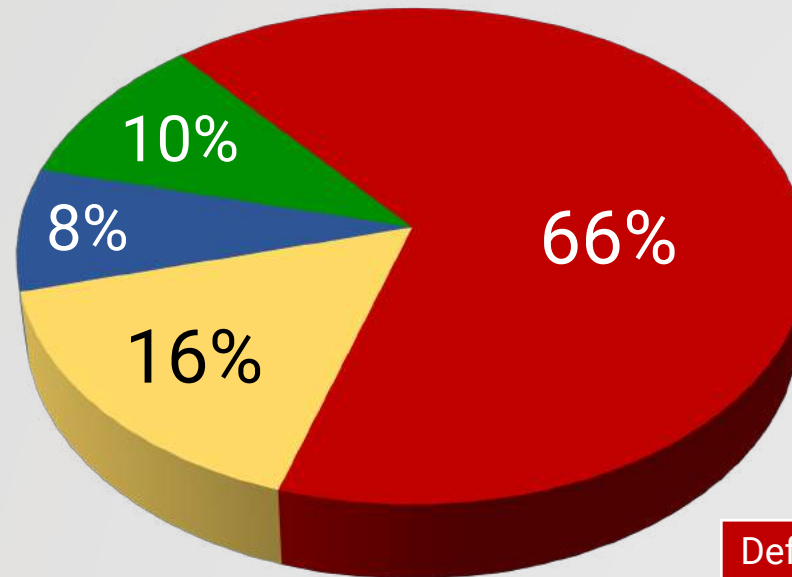


■ Total Approve  
■ Total Disapprove  
■ No Opinion

Strongly Approve	11%
Somewhat Approve	41%
Strongly Disapprove	14%
Somewhat Disapprove	21%



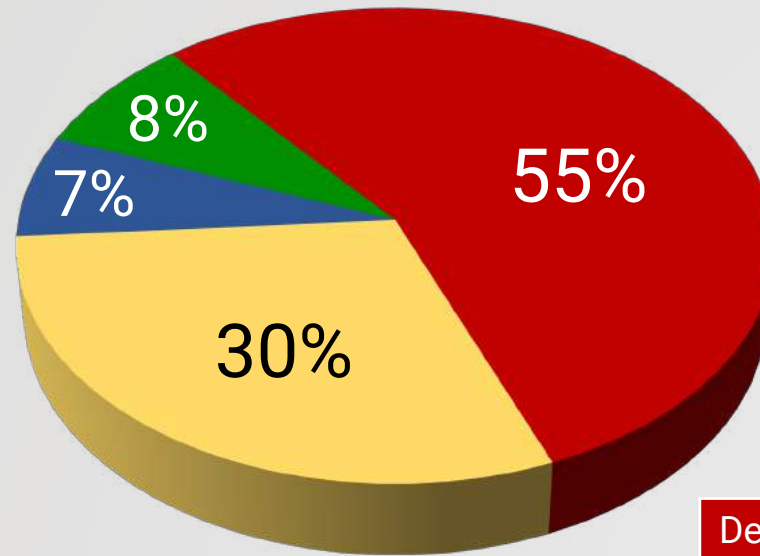
Do you think crime  
Arapahoe County has  
increased, stayed about the  
same, or decreased in the  
last couple of years?



- Total Increased
- About the Same
- Total Decreased
- No Opinion

Definitely Increased	35%
Probably Increased	31%
Definitely Decreased	1%
Probably Decreased	7%

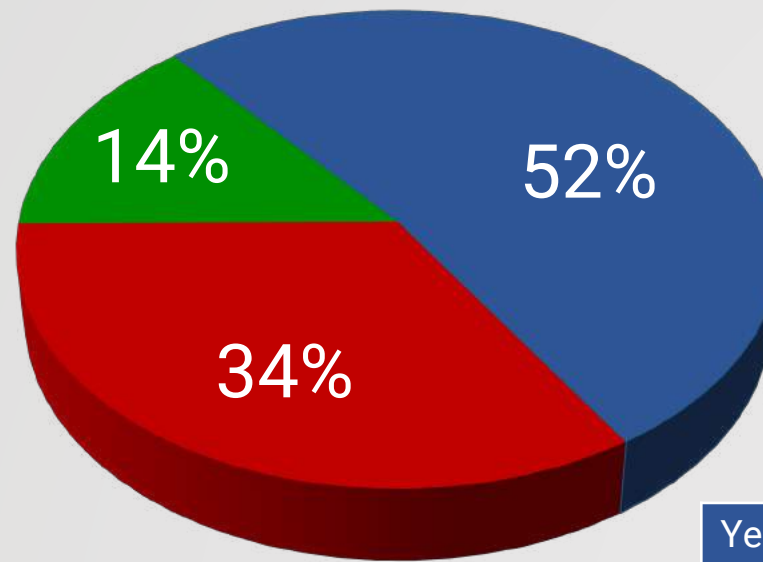
Do you think crime in your neighborhood has increased, stayed about the same, or decreased in the last couple of years?



- Total Increased
- About the Same
- Total Decreased
- No Opinion

Definitely Increased	33%
Probably Increased	22%
Definitely Decreased	1%
Probably Decreased	6%

Do you think the Arapahoe County Sheriff's Office has the financial resources needed to provide an acceptable amount of public safety services to county residents?



■ Total Yes  
■ Total No  
■ No Opinion

Yes, definitely	22%
Yes, probably	30%
No, definitely not	8%
No, probably not	26%

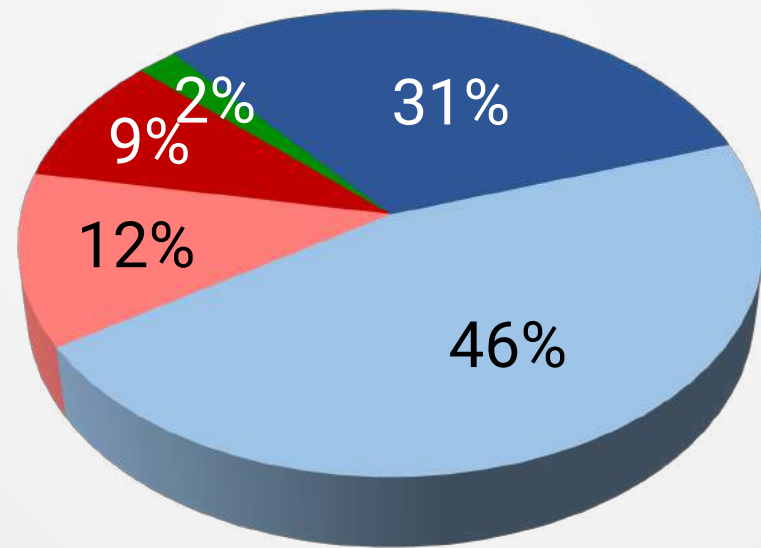


# TABOR Image Rating and Awareness of How Arapahoe County Distributes TABOR Refunds



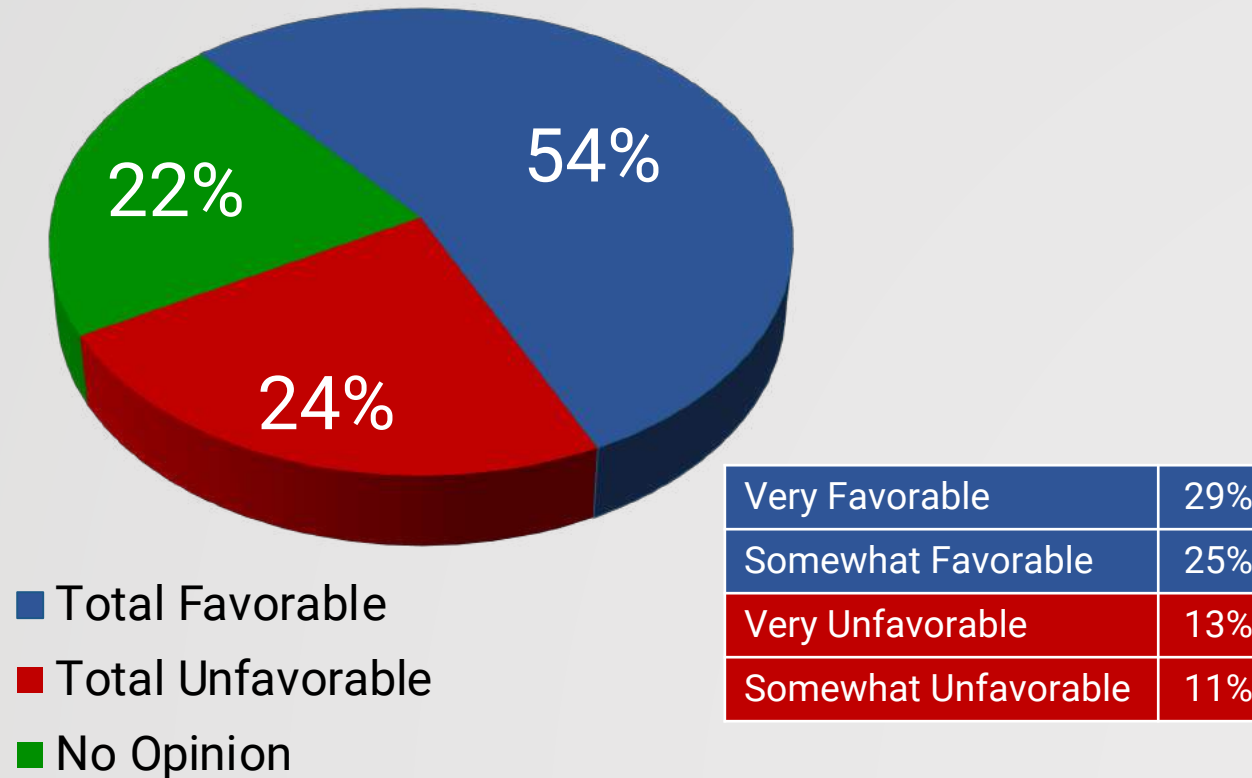
# How familiar are you with the Taxpayer's Bill of Rights Amendment, also known as TABOR?

Very & Somewhat Familiar | 77%

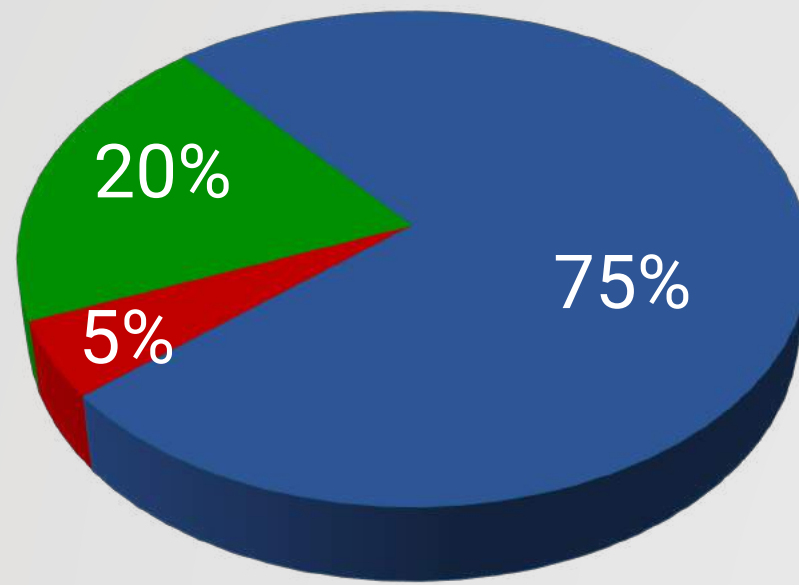


- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All
- No Opinion

# Do you have a favorable or unfavorable opinion of the Taxpayer's Bill of Rights Amendment, also known as TABOR?



Please indicate if you think the following statement is true or false. “The TABOR Amendment requires Arapahoe County to return tax revenue to county residents that exceeds the established revenue limit.”



■ TRUE ■ FALSE ■ No Opinion

# Awareness of Arapahoe County TABOR Refund Methods



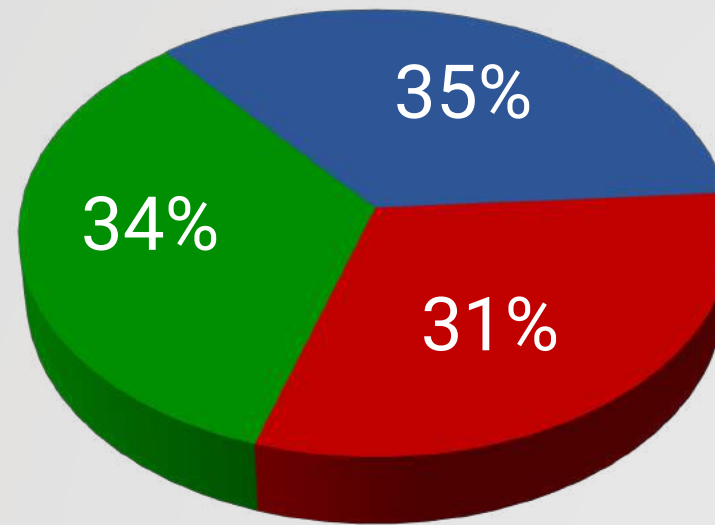
As you may be aware, due to the TABOR Amendment, many local governments return tax revenue that exceeds the established revenue limit to residents on an annual basis.

Some governments return the tax revenue by issuing a refund check. Other governments return the tax revenue by reducing the amount of property taxes a homeowner pays.

Knowing this, do you think Arapahoe County returns TABOR tax revenue to residents using refund checks or by lowering a homeowner's property taxes?



Do you think Arapahoe  
County returns TABOR tax  
revenue to residents using  
refund checks or by  
lowering a homeowner's  
property taxes?



- Issues Refund Checks
- Lowers Property Taxes
- No Opinion

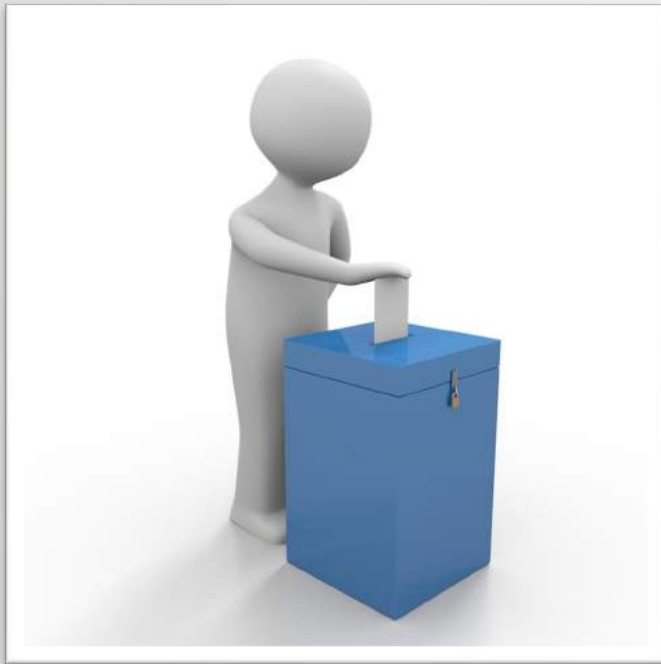
# Informing Respondents That No Decisions Have Been Made



Before we continue, it is important to understand that Arapahoe County has not decided whether to put a ballot measure before voters this November to create additional funding sources for county services, projects, and programs.

In fact, your participation in this survey and sharing your honest opinions will help the county make that decision. Let's continue the survey now.

# 0.25% Sales Tax Increase Uninformed Ballot Measure Test

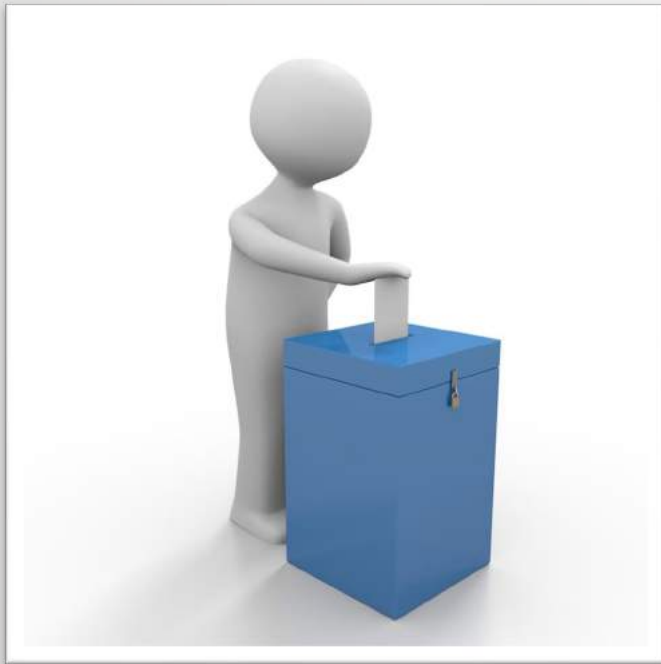


Even with decades of responsible budget management, Arapahoe County will have to consider budget decisions that will likely reduce or eliminate some county services, projects, and programs starting in 2025.

One way to avoid these budget reductions is to place a ballot question before voters this November.

One ballot question may include the following. After reading it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot reads as follows:

# 0.25% Sales Tax Increase Uninformed Ballot Measure Test

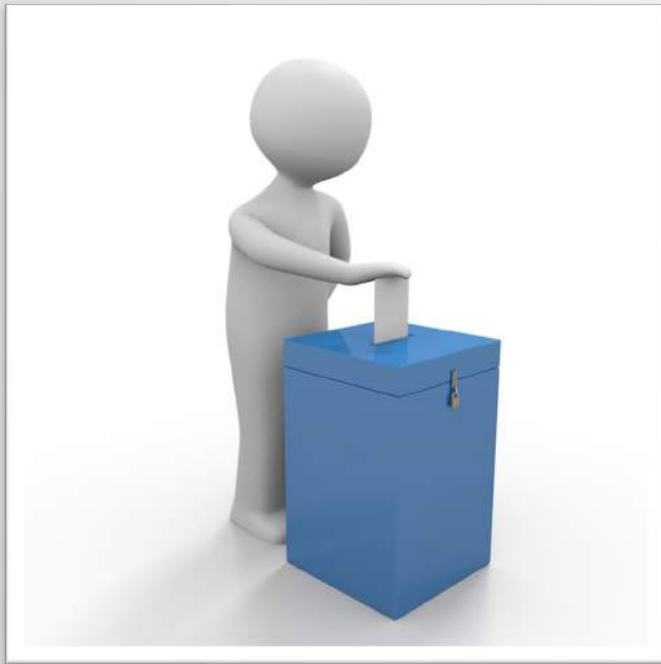


Shall Arapahoe County taxes be increased not more than \$45,093,095 annually beginning January 1, 2025,

and by such amounts as are raised annually thereafter, by an additional sales and use tax of 0.25 percent (one-quarter of one cent) that is estimated to cost the average county household \$4.30 per month, or \$52 per year, to fund and address the following vital County services and needs;

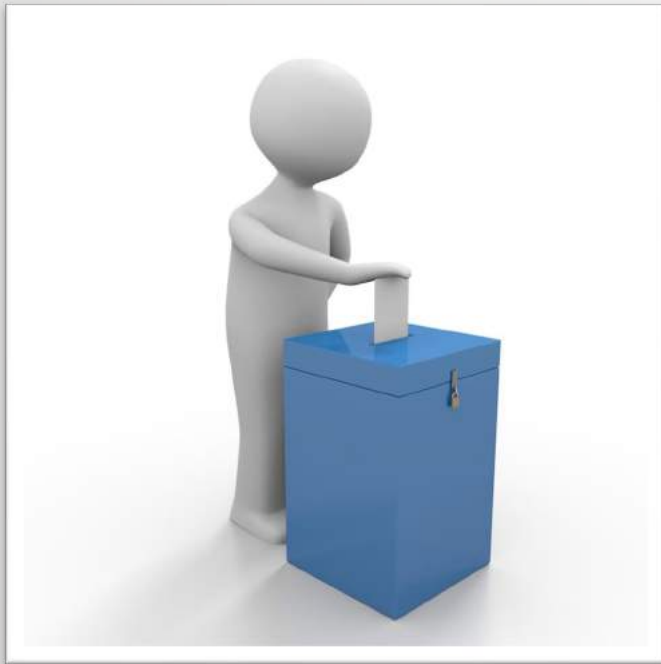


# 0.25% Sales Tax Increase Uninformed Ballot Measure Test



- Repairing, maintaining, and improving county roads, bridges, and transportation systems
- Public safety services for the Sheriff's Office, including additional officers and patrol cars to reduce emergency call response times, mental health co-responders, etc.
- Upgrading and repairing aging county buildings and facilities, including new roofs, air heating and cooling units (HVAC), windows, crumbling sidewalks, insulation, electrical wiring, etc.
- Reducing the \$500 million backlog of road construction and facility improvement projects
- Funding homelessness reduction, prevention and housing services
- Funding essential county services provided to residents without reducing programs, delaying service, or cutting resources

# 0.25% Sales Tax Increase Uninformed Ballot Measure Test



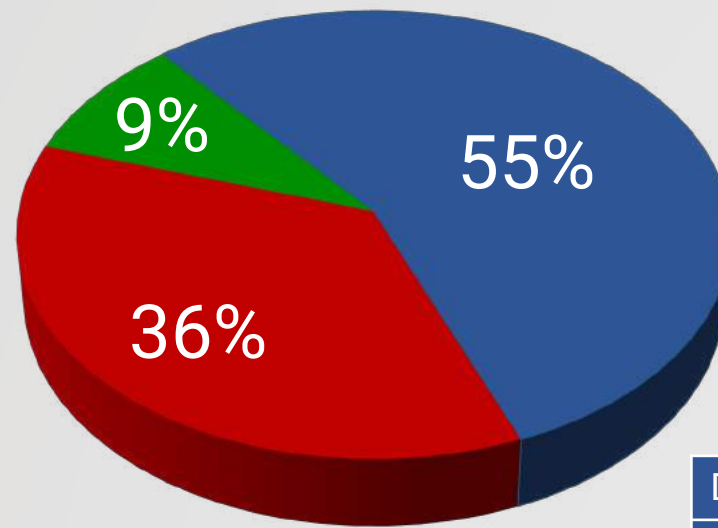
with all spending of such revenues reported in the County's annual independent audit published on the County website and reviewed by a resident committee,

and shall the resulting revenue and investment earnings thereon be allowed to be collected, retained, and spent by the County notwithstanding any other limitations provided by law?

Now that you have read the ballot language if an election were being held today, would you vote yes to the ballot measure, or would you vote no and reject it?

# 0.25% Sales Tax Increase Uninformed Ballot Measure

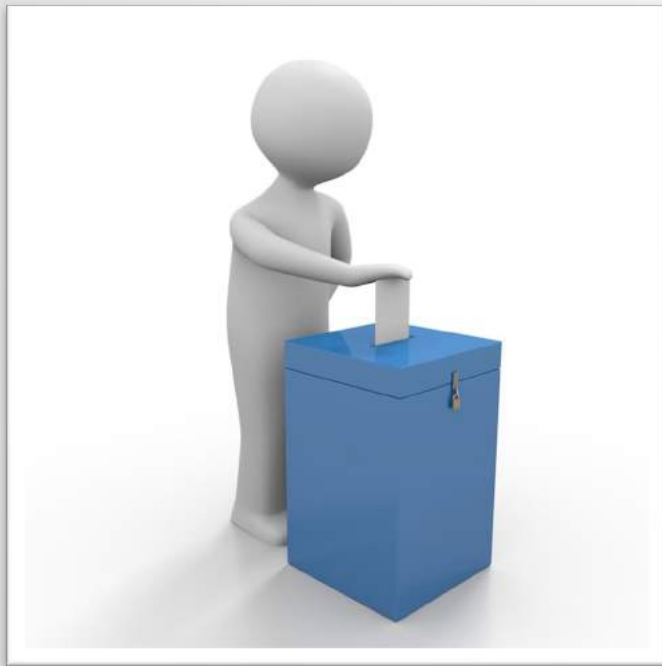
If an election were being held today, would you vote yes to the ballot measure, or would you vote no and reject it?



- Vote Yes, Approve
- Vote No, Reject
- Undecided

Definitely Yes, Approve	26%
Probably Yes. Approve	29%
Definitely No, Reject	21%
Probably No, Reject	15%

# De-Brucing Uninformed Ballot Measure Test



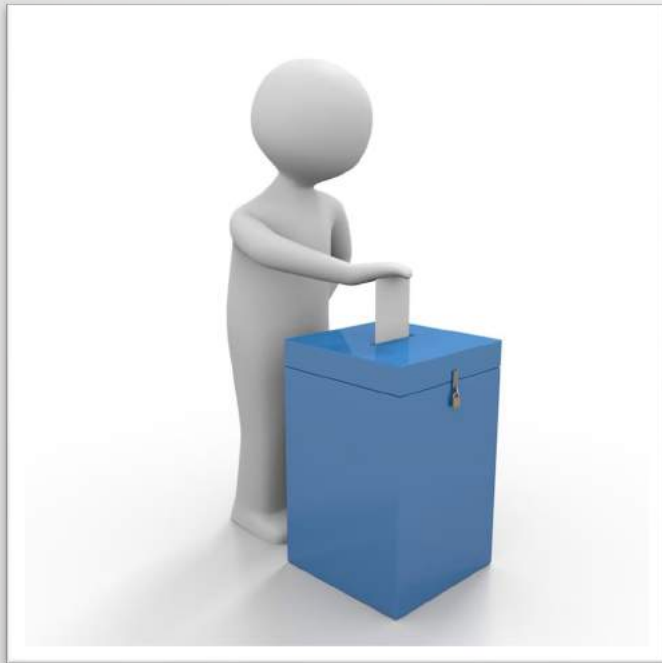
Following is the language for a different ballot measure. After reading it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot reads as follows:

Without imposing any new tax, shall Arapahoe County be permitted to retain and spend up to \$75,000,000, which would cost the average property owner of a \$500,000 home about \$13 per month, or \$155 per year;

this is the estimated amount of County property tax revenue that cannot be collected and retained in 2025 because it would be above the fiscal year revenue and spending limitations, to fund and address the following vital County services and needs;

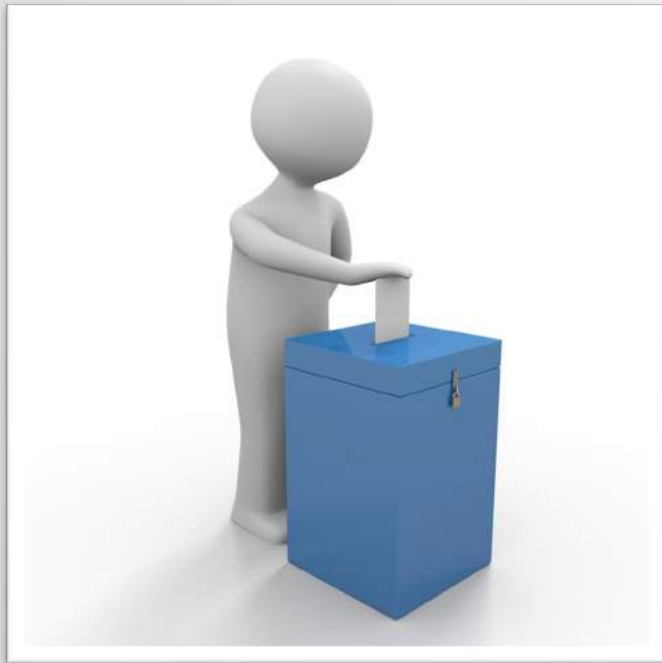


# De-Brucing Uninformed Ballot Measure Test



- Repairing, maintaining, and improving county roads, bridges, and transportation systems
- Public safety services for the Sheriff's Office, including additional officers and patrol cars to reduce emergency call response times, mental health co-responders, etc.
- Upgrading and repairing aging county buildings and facilities, including new roofs, air heating and cooling units (HVAC), windows, insulation, electrical wiring, etc.
- Reducing the \$500 million backlog of road construction and facility improvement projects
- Funding homelessness reduction, prevention and housing services
- Funding essential county services provided to residents without reducing programs, delaying service or cutting resources.

# De-Brucing Uninformed Ballot Measure Test



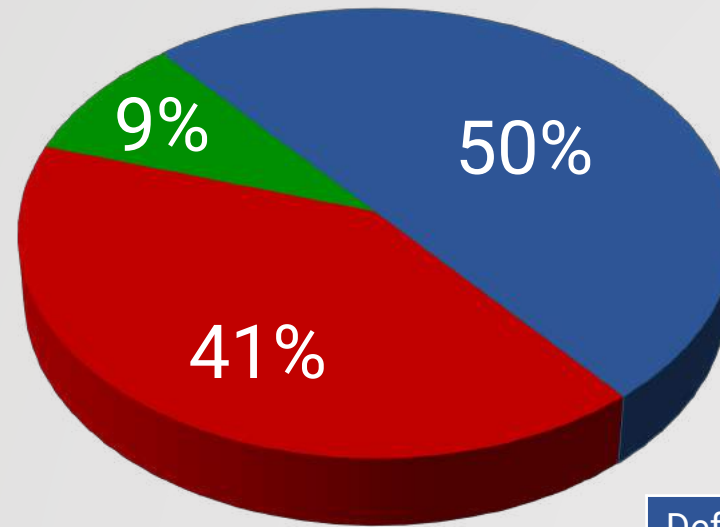
starting with fiscal year 2025 and continuing each year thereafter, with all spending of such revenues reported in the County's annual independent audit published on the County website and reviewed by a resident committee,

and shall the resulting revenue and investment earnings thereon be allowed to be collected, retained, and spent by the County notwithstanding any other limitations provided by law?

Now that you have read the ballot language if an election were being held today, would you vote yes to the ballot measure, or would you vote no and reject it?

# De-Brucing Uninformed Ballot Test

If an election were being held today, would you vote yes to the ballot measure, or would you vote no and reject it?



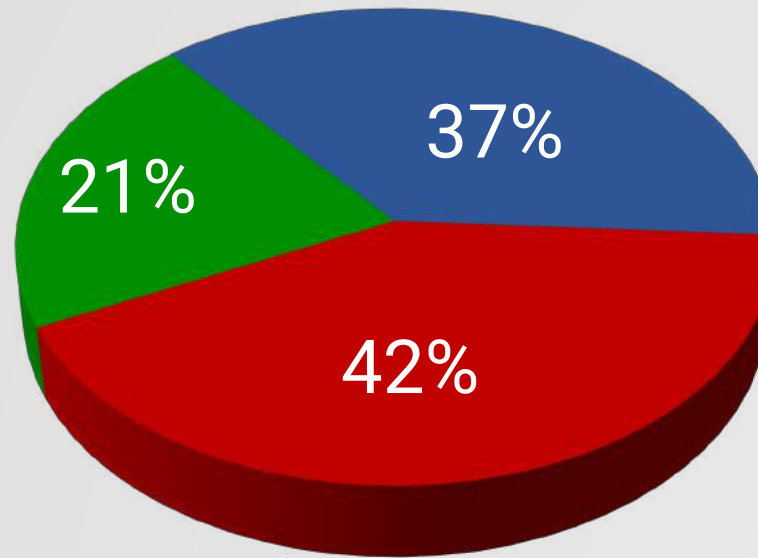
■ Vote Yes, Approve

■ Vote No, Reject

■ Undecided

Definitely Yes, Approve	24%
Probably Yes. Approve	26%
Definitely No, Reject	24%
Probably No, Reject	17%

If you had to choose  
between the two ballot  
measures, which one  
would you prefer to vote  
on this November?



- 0.25% Sales Tax
- De-Brucing Ballot Measure
- No Opinion

# Opinion of 10% Department Budget Reductions

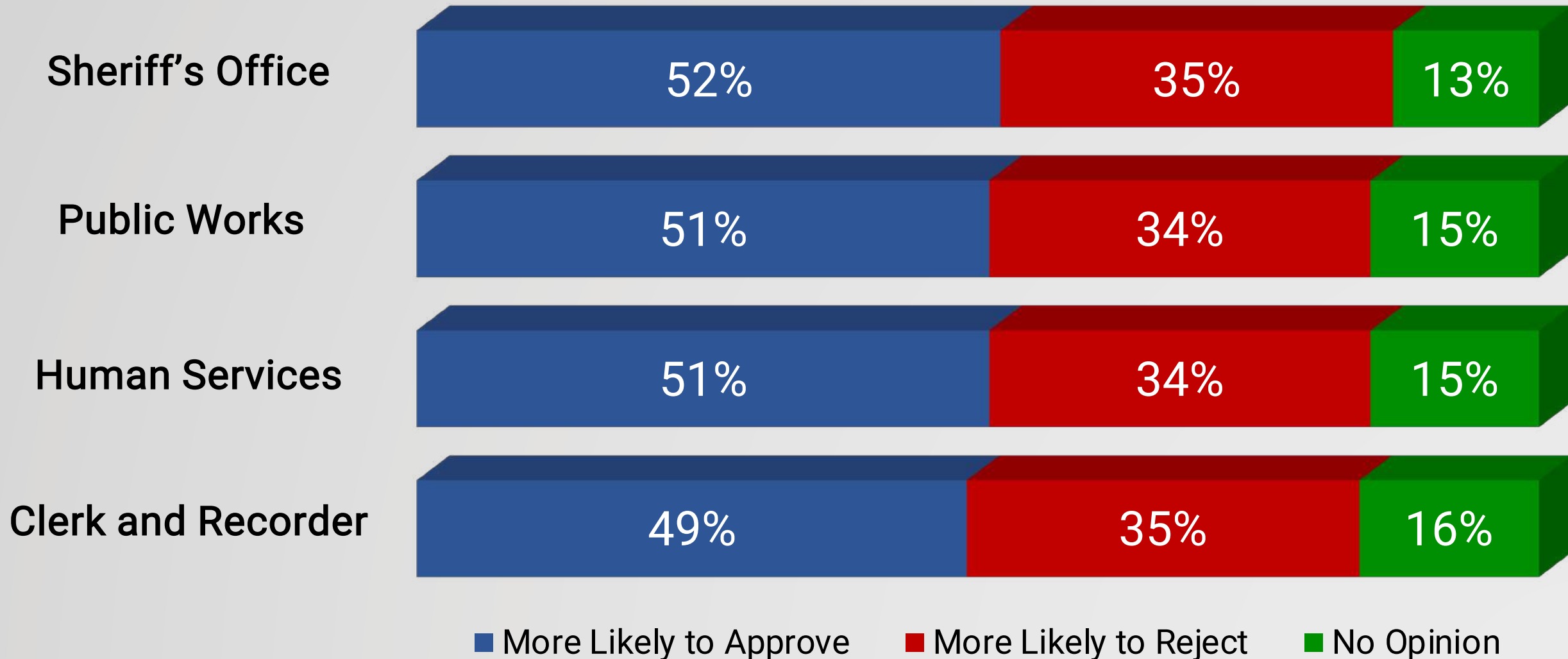


Unfortunately, without additional revenue in the future, Arapahoe County will likely be facing at least a 10% reduction in its budget.

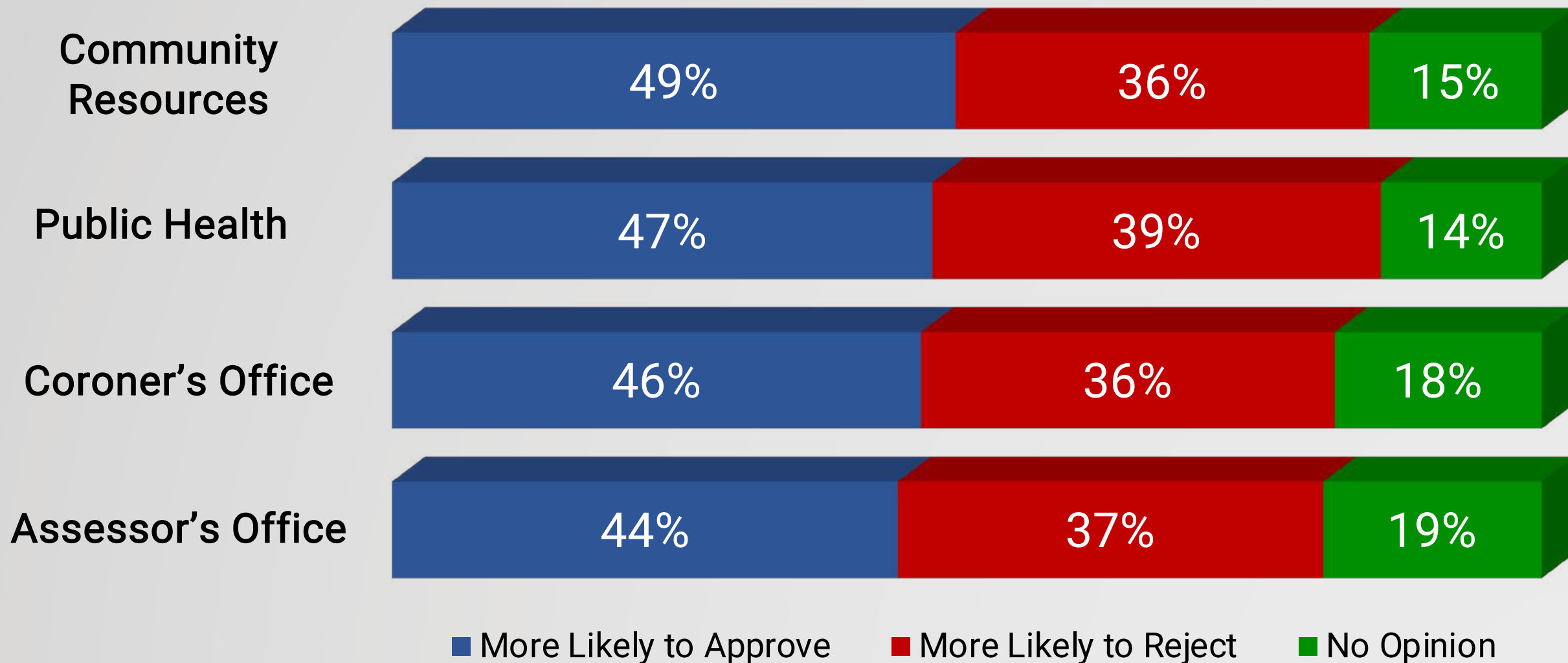
We will now share information on how a 10% budget reduction could impact county offices, departments, and services. After reading the information, please indicate if you are more likely to vote yes and approve a ballot measure generating new revenue or if you are more likely to vote no and reject it. Let's get started.



# Opinion of 10% Budget Reductions

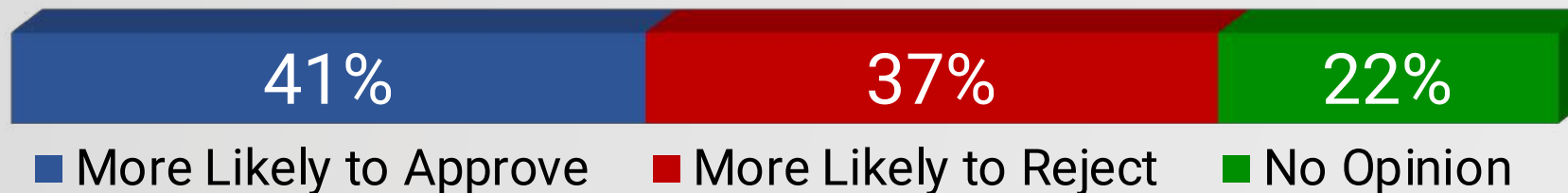
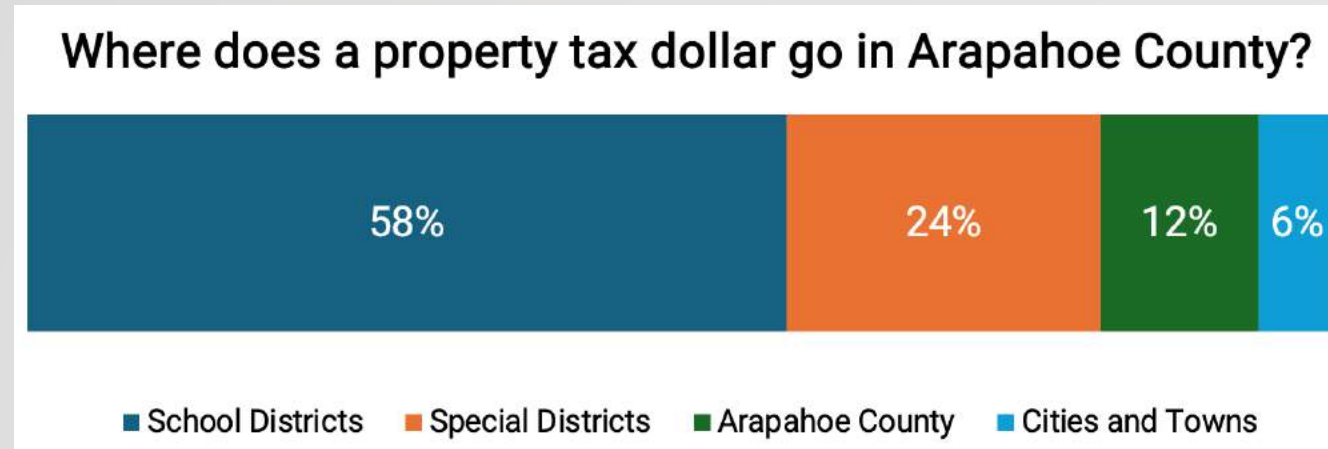


# Opinion of 10% Budget Reductions



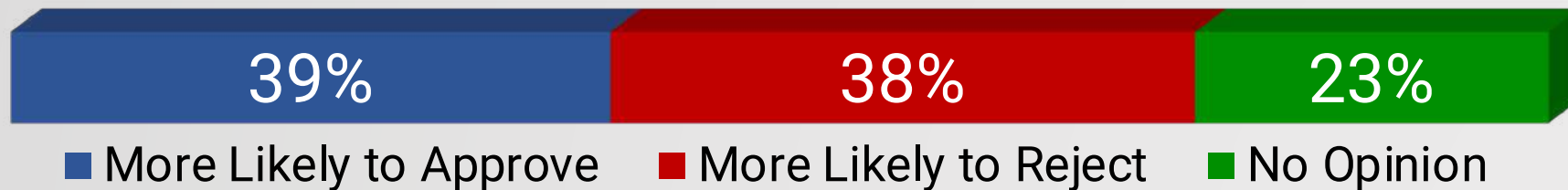
# Information Question – Distribution of Property Tax Dollars

Even with historic property tax valuations in 2023, Arapahoe County receives only 12% of the total property taxes collected from homeowners, with the rest allocated to schools, cities, and other special districts.



# Information Question – Neighboring Counties

Voters in neighboring counties including Douglas County and Adams County have already approved getting rid of TABOR requirements.



# 0.25% Sales Tax Increase Informed Ballot Measure Test



Thank you for taking the time to read/hear about why Arapahoe County is considering these two ballot measures. We now ask you to reread the first ballot measure and indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot reads as follows:

Shall Arapahoe County taxes be increased not more than \$45,093,095 annually beginning January 1, 2025, and by such amounts as are raised annually thereafter, by an additional sales and use tax of 0.25 percent (one-quarter of one cent) that is estimated to cost the average county household \$4.30 per month, or \$52 per year, to fund and address the following vital County services and needs;



# 0.25% Sales Tax Increase Informed Ballot Measure Test



- Repairing, maintaining, and improving county roads, bridges, and transportation systems
- Public safety services for the Sheriff's Office, including additional officers and patrol cars to reduce emergency call response times, mental health co-responders, etc.
- Upgrading and repairing aging county buildings and facilities, including new roofs, air heating and cooling units (HVAC), windows, crumbling sidewalks, insulation, electrical wiring, etc.
- Reducing the \$500 million backlog of road construction and facility improvement projects
- Funding homelessness reduction, prevention and housing services
- Funding essential county services provided to residents without reducing programs, delaying service, or cutting resources

# 0.25% Sales Tax Increase Informed Ballot Measure Test



with all spending of such revenues reported in the County's annual independent audit published on the County website and reviewed by a resident committee,

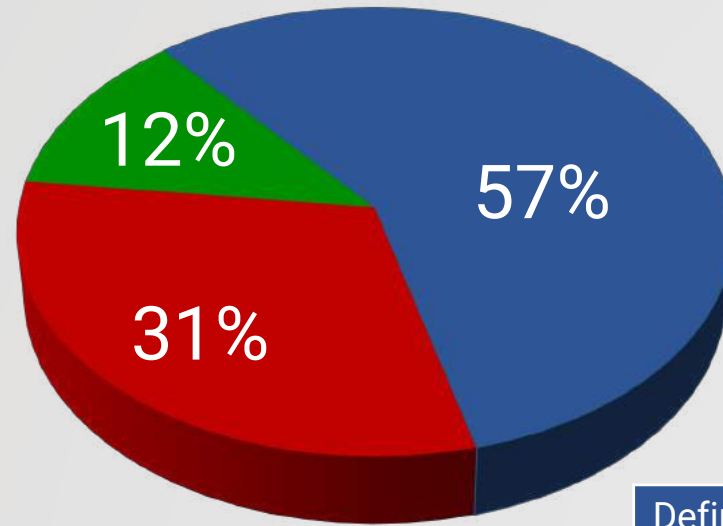
and shall the resulting revenue and investment earnings thereon be allowed to be collected, retained, and spent by the County notwithstanding any other limitations provided by law?

Now that you have read the ballot language if an election were being held today, would you vote yes to the ballot measure, or would you vote no and reject it?

# Informed Ballot Test

## 0.25 Sales Tax Increase

If an election were being held today, would you vote yes to the ballot measure, or would you vote no and reject it?



- Vote Yes, Approve
- Vote No, Reject
- No Opinion

Definitely Yes, Approve	27%
Probably Yes. Approve	30%
Definitely No, Reject	18%
Probably No, Reject	13%

# Reasons Why 57% Would Support a 0.25% Sales Tax Increase

Please describe why you  
would vote yes and approve  
a 0.25% sales tax increase  
to fund county services,  
projects and programs.

Themes
Need for Funding Essential Services/Quality of Life
Spread the Burden Equally
Minimal Financial Impact

"Vital community services are impacted."-Female, 55-64, Unaffiliated, Homeowner, District 2

"This would help spread the additional need across the population instead of just homeowners and renters."-Male, 18-34, Unaffiliated, Homeowner, District 4

"Because public services are important and I can give up less than \$5 a month for all of those benefits."-Female, 35-44, Democrat, Renter, District 3

"I would vote yes because we need to work on our roads, schools need resource officers, and homelessness needs to be addressed.." – Female, 18-34, Unaffiliated, Homeowner, District 5

"This is a small and reasonable bump. Not hard to imagine runaway unforeseen taxing on the other option where the county keeps the tabor money." –Male, 35-44, Republican, Homeowner, District 1

"These services are desperately needed to ensure the high quality of life we have come to expect living in Arapahoe County." – Male, 35-44, Unaffiliated, Homeowner, District 2

"I feel like these programs are needed and we should be willing to pay our share." – Female, 65+, Democrat, Homeowner, District 4

"I think it is worth investing in our county and infrastructure." – Male, 35-44, Unaffiliated, Homeowner, District 5

"I am happy to see my tax dollars support the good work being done by Arapahoe County." – Male, 18-34, Democrat, Renter, District 1

"If an increase helps to fund needed resources it seems worthwhile." – Female, 45-54, Unaffiliated, Homeowner, District 3

# Top Reasons Voters Support 0.25% Sales Tax Increase

The top three themes were:

## Need for Funding Essential Services/Quality of Life

Many respondents expressed the need for additional funds to support critical county services such as road maintenance, law enforcement, infrastructure improvements, public safety, and social programs. They see the sales tax increase as a means to support essential services, address community needs, and maintain a high standard of living.

## Spread the Burden Equally

There is a sentiment that a sales tax increase spreads the financial burden more evenly across residents and non-residents who use county services, rather than solely relying on property taxes, which can disproportionately affect homeowners.

## Minimal Financial Impact

Many respondents noted that the proposed .25% sales tax increase would have a minimal financial impact on individuals or households, especially when compared to the benefits it would provide to the community.



# Reasons Why 31% Would Oppose a 0.25% Sales Tax Increase

Please describe the reasons  
why you would vote no and  
reject a 0.25% sales tax  
increase to fund county  
services, projects, and  
programs.

## Themes

Government Inefficiency and Waste

Financial Burden

Prioritization of Essential Services

"I believe there are major efficiency efforts in government that need to take place." – **Male, 65+, Unaffiliated, Homeowner, District 2**

"I am on a fixed income and am having a hard time paying taxes now." – **Male, 65+, Republican, Homeowner, District 5**

"I would be much happier not getting a TABOR check instead. I am an incredibly poor individual, so I don't have an extra \$150~ a year to pull out of my budget." – **Male, 18-34, Democrat, Renter, District 4**

"Taxes are too high. Streamline government operations instead of spending more money. Reduce overhead." – **Female, 65+, Unaffiliated, Homeowner, District 1**

"Taxes are high enough. More effort should be made in funding needs through state and federal grants." – **Male, 45-54, Unaffiliated, Homeowner, District 3**

"There is enough money available now if you eliminate social programs and stick to what government is supposed to be." – **Male, 65+, Unaffiliated, Homeowner, District 1**

"Zero tax increases! You bring in enough revenue. Cut spending!!" – **Male, 45-54, Republican, Renter, District 3**

"Services have gone down while my taxes have skyrocketed. I am not receiving value for my tax dollar and would rather keep my money. Lower property taxes." – **Male, 35-44, Other Party, Homeowner, District 5**

"A blanket sales tax will negatively impact people who are already struggling." – **Female, 18-34, Unaffiliated, Homeowner, District 2**

"We pay enough. Clearly there is some mismanagement of funds happening in this county and the tax payer cannot continue footing the bill." – **Female, 55-64, Republican, Homeowner, District 4**

# Top Reasons Voters Oppose 0.25% Sales Tax Increase

The top three themes were:

## Government Inefficiency and Waste

Many respondents expressed frustration with the perceived inefficiency and wasteful spending of government funds, suggesting that the county should focus on managing its current budget more effectively before asking for additional revenue.

## Financial Burden

Many respondents feel overwhelmed by existing high costs of living, such as food, gas, and electricity, and are already struggling to make ends meet. They believe that increasing taxes would further burden those who are already financially stretched. They express frustration with the high level of taxation across various aspects of their lives, including property taxes, income taxes, sales taxes, and vehicle registration fees.

## Prioritization of Essential Services

There is a sentiment among respondents that the government should prioritize essential services and eliminate unnecessary or "feel-good" programs. They advocate for focusing on core services like public safety, infrastructure, and law enforcement.

# De-Brucing Uninformed Ballot Measure Test



Following is the language for a different ballot measure. After reading/hearing it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot reads as follows:

Without imposing any new tax, shall Arapahoe County be permitted to retain and spend up to \$75,000,000, which would cost the average property owner of a \$500,000 home about \$13 per month, or \$155 per year;

this is the estimated amount of County property tax revenue that cannot be collected and retained in 2025 because it would be above the fiscal year revenue and spending limitations, to fund and address the following vital County services and needs;

# De-Brucing Uninformed Ballot Measure Test



- Repairing, maintaining, and improving county roads, bridges, and transportation systems
- Public safety services for the Sheriff's Office, including additional officers and patrol cars to reduce emergency call response times, mental health co-responders, etc.
- Upgrading and repairing aging county buildings and facilities, including new roofs, air heating and cooling units (HVAC), windows, insulation, electrical wiring, etc.
- Reducing the \$500 million backlog of road construction and facility improvement projects
- Funding homelessness reduction, prevention and housing services
- Funding essential county services provided to residents without reducing programs, delaying service or cutting resources.

# De-Brucing Uninformed Ballot Measure Test



starting with fiscal year 2025 and continuing each year thereafter, with all spending of such revenues reported in the County's annual independent audit published on the County website and reviewed by a resident committee,

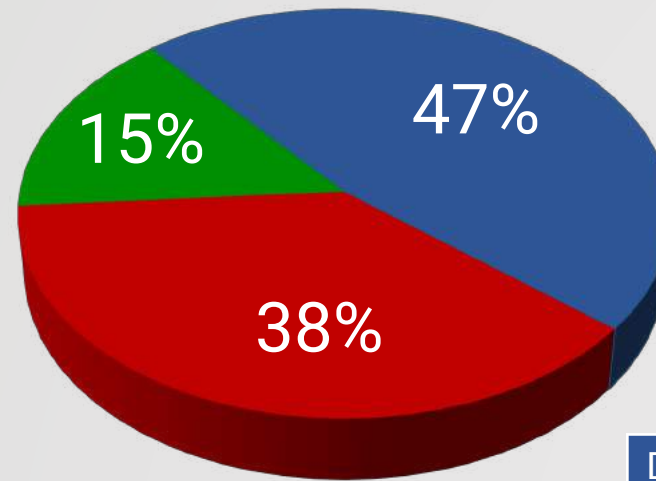
and shall the resulting revenue and investment earnings thereon be allowed to be collected, retained, and spent by the County notwithstanding any other limitations provided by law?

Now that you have read the ballot language, if an election were being held today, would you vote yes to the ballot measure, or would you vote no and reject it?



# De-Brucing Informed Ballot Measure Test

Now that you have read the ballot language, if an election were being held today, would you vote yes to the ballot measure, or would you vote no and reject it?



- Vote Yes, Approve
- Vote No, Reject
- No Opinion

Definitely Yes, Approve	26%
Probably Yes. Approve	22%
Definitely No, Reject	24%
Probably No, Reject	14%

# Reasons Why 47% Would Support the De- Brucing Ballot Measure

Please describe the reasons why you would vote yes and approve the ballot measure to fund county services, projects, and programs.

## Themes

Need to Maintain/Improve  
Essential Services

Community/Quality of Life

Financial Impact/Not Viewed as a  
Tax Increase

Disapproval of TABOR

"Services should remain in place, and this is easy bc the money was already paid."-  
Female, 35-44, Unaffiliated, Homeowner, District 3

"To fund services that we need." – Male, 35-44, Democrat, Renter, District 5

"Again, the county has grown and we need to keep up with that which requires money."-  
Female, 55-64, Republican, Homeowner, District 2

"TABOR needs to go and any workaround that law deserves all of the support in the world."  
– Male, 18-34, Unaffiliated, Homeowner, District 1

"Minimal impact to me with maximum improvement to the county and services." -Female,  
55-64, Democrat, Renter, District 4

"Because theses services make Arapahoe County a better place to live." – Male, 65+,  
Republican, Homeowner, District 5

"All the services listed are essential. \$155 is a small amount annually that residents would  
most likely not miss anyway." – Female, 55-64, Unaffiliated, Renter, District 2

"I care about the quality of life in my community." – Female, 45-54, Unaffiliated, Renter,  
District 1

"Again, theses programs are needed and we should be willing to help pay for them." –  
Female, 65+, Democrat, Homeowner, District 4

"This measure isn't even a tax raise and yet could generate millions in revenue for the  
county. This will provide the county with the resources it needs to provide the greatest  
good to the people of the county." – Male, 18-34, Unaffiliated, Renter, District 3

# Top Reasons Voters Support De-Brucing Ballot Measure

The top four themes were:

## Need to Maintain/Improve Essential Services

Many respondents expressed a need for funding to maintain or improve essential county services, such as public works projects, law enforcement, homelessness reduction, and community programs. They believe that the county needs the money to provide these services effectively.

## Community/Quality of Life

There was a strong sentiment among respondents that funding these programs and services would make Arapahoe County a better place to live, highlighting the desire to invest in the community's well-being and quality of life.

## Financial Impact/Not Viewed as Tax Increase

Many respondents expressed a preference for retaining TABOR revenue or avoiding tax increases, suggesting that they would approve the ballot measure as a means to fund necessary initiatives without imposing additional financial burdens on taxpayers.

## Disapproval of TABOR

Several respondents stated their disapproval of the Taxpayer's Bill of Rights (TABOR) and expressed support for measures that would reduce its restrictions on government spending and revenue collection. They view TABOR as limiting the county's ability to address its needs adequately.

# Reasons Why 38% Would Oppose the De- Brucing Ballot Measure

Please describe the  
reasons why you would  
vote no and reject the ballot  
measure to fund county  
services, projects, and  
programs.

## Themes

Opposition to Tax Increases

Fiscal Responsibility/Inefficient  
Government Spending

Support for TABOR

"The county is already set to get a huge property tax collection increase by valuations "rising" without providing additional services. Why would I give up the small relief I get?"-Male, 35-44, Republican, Homeowner, District 3

"The county has enough money they need to manage their budget better."-Male, 35-44, Unaffiliated, Homeowner, District 4

"No. MORE. taxes. Period. The government already takes a huge chunk. Maybe the government one day will realize that eventually, they will run out of other people's money. Enough!"-Female, 45-54, Unaffiliated, Homeowner, District 2

"I need to see what our tax money is actually going to these days and figure out why we need to increase tax revenue." – Male, 18-34, Unaffiliated, Renter, District 1

"We pay too much money in taxes I do not agree with homeowners being punished for living in Arapahoe County." -Female, 45-54, Republican, Homeowner, District 5

"Not convinced the money is needed." – Female, 65+, Republican, Renter, District 3

"Reduce the budget - enough with the tax and spending." – Male, 65+, Unaffiliated, Homeowner, District 1

"Our home taxes continue to rise. Which raises mortgage amounts, a long with \$500 electric bills. We are barely making ends meet as it is." – Female, 35-44, Republican, Homeowner, District 4

"Property taxes are already high." – Female, 65+, Democrat, Homeowner, District 2

"Eliminating government waste would eliminate the need for more taxes." – Male, 65+, Republican, Homeowner, District 5

# Top Reasons Voters Oppose De-Brucing Ballot Measure

The top three themes were:

## Opposition to Tax Increases

Many respondents express strong opposition to any further increase in taxes, stating that they are already burdened by high property taxes and cannot afford additional taxes.

## Fiscal Responsibility/Inefficient Government Spending

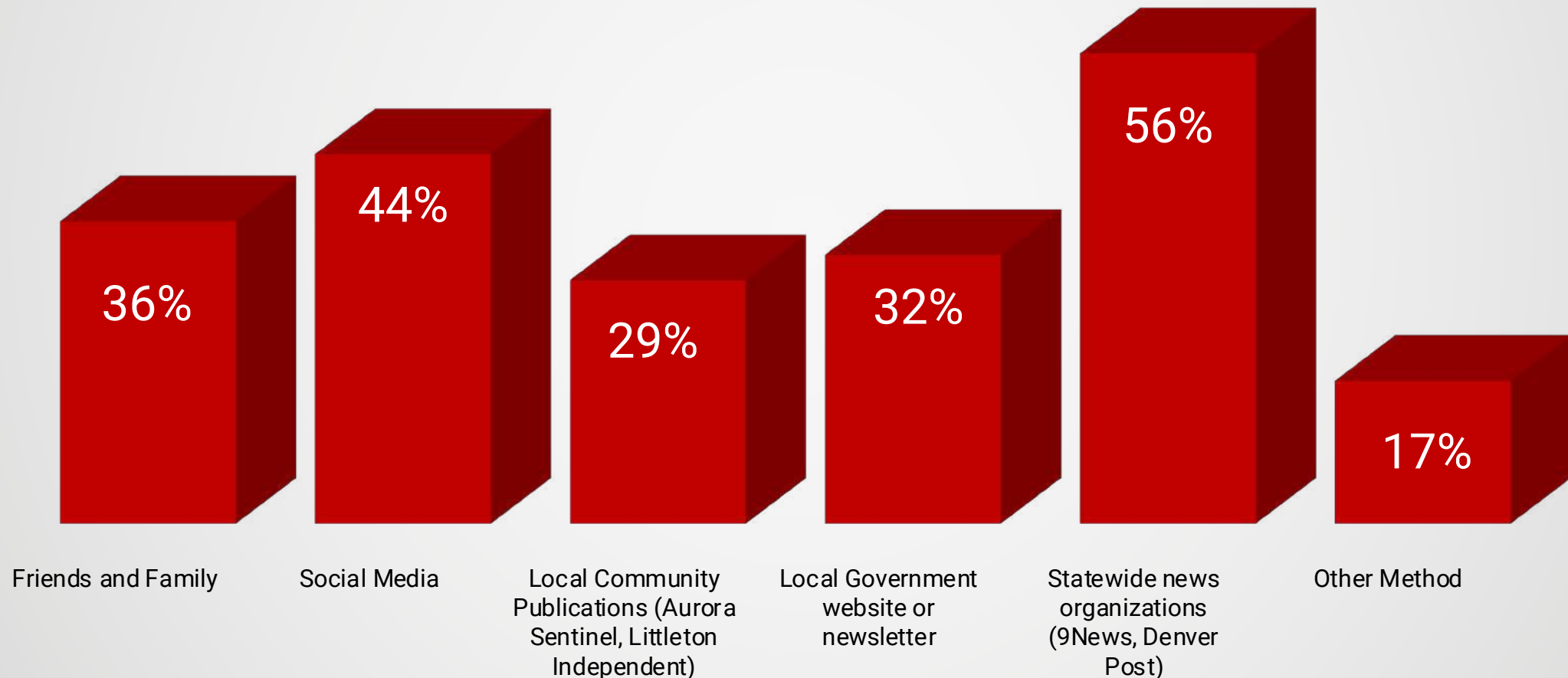
There is a widespread sentiment that the government does not spend taxpayer money wisely and efficiently. Many believe that there is already enough revenue available and that the government should focus on better managing its existing funds rather than asking for more.

## Support for TABOR

Several respondents mentioned their support for the Taxpayer's Bill of Rights (TABOR) and expressed a desire to maintain it as a protection against excessive taxation and government spending.

# Information Sources

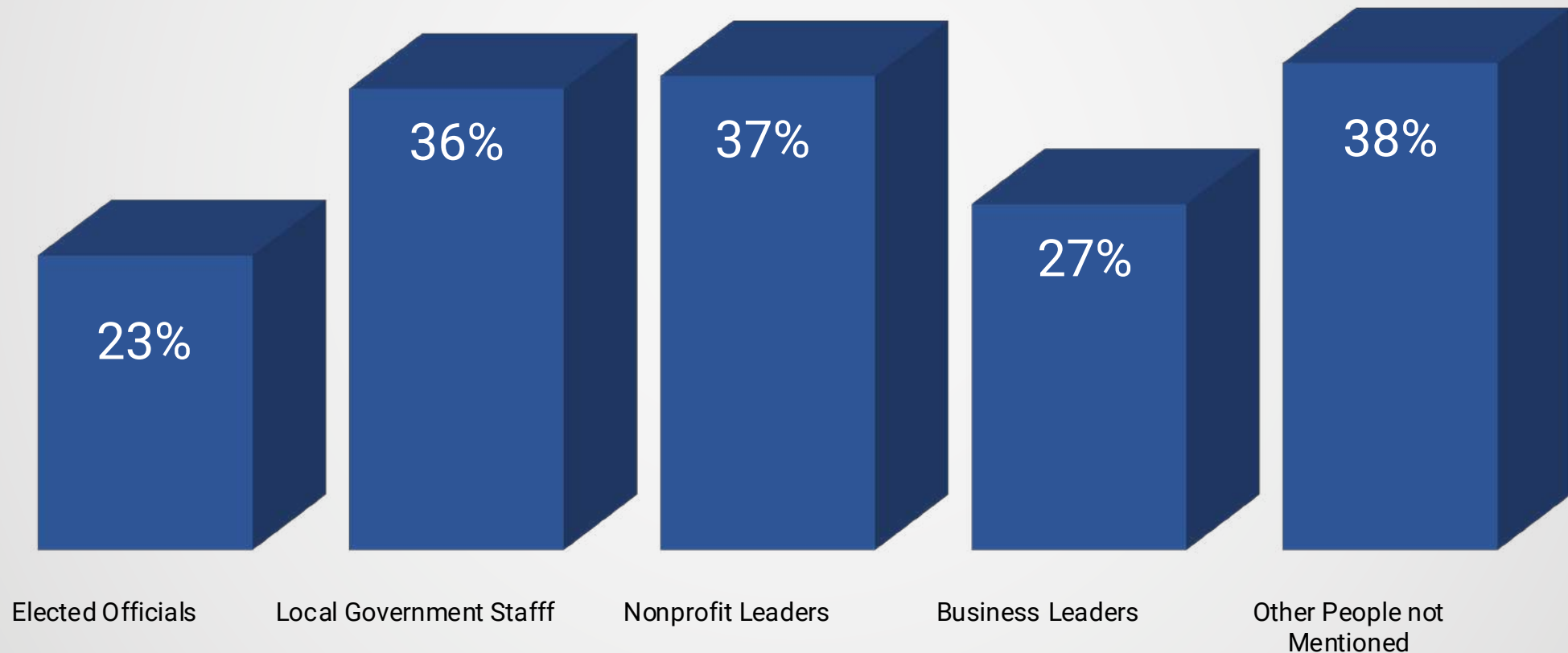
How do you currently receive news and information about what's happening locally in your community? Select all that apply.





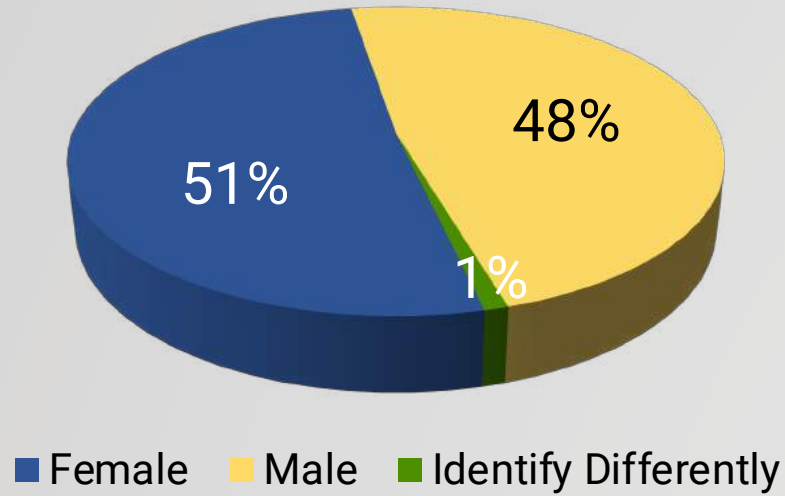
# Trusted People for Information

Thinking now about the people in your community who you trust for information on important local issues. Who among the following do you trust? Select all that apply.

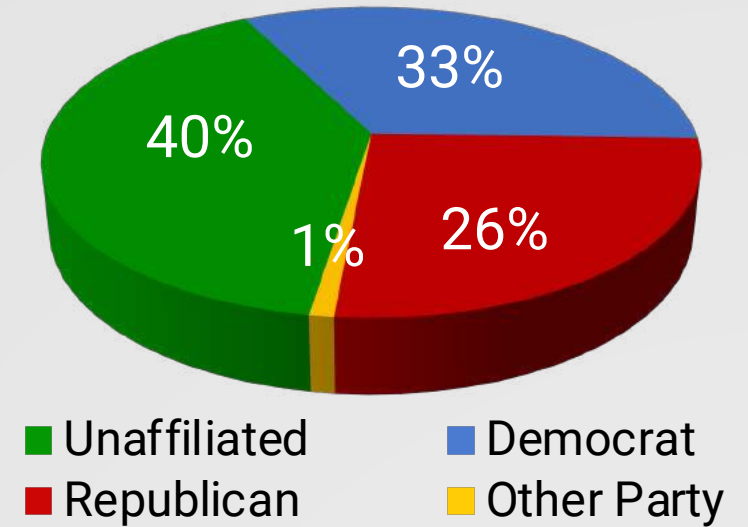


# Survey Demographics

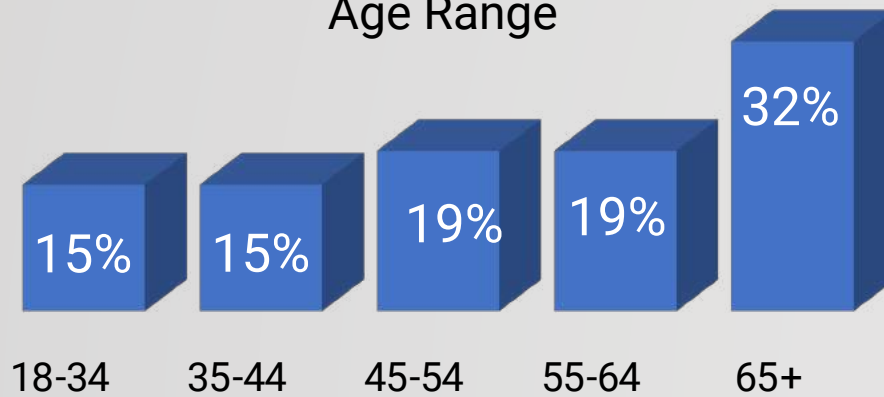
Gender



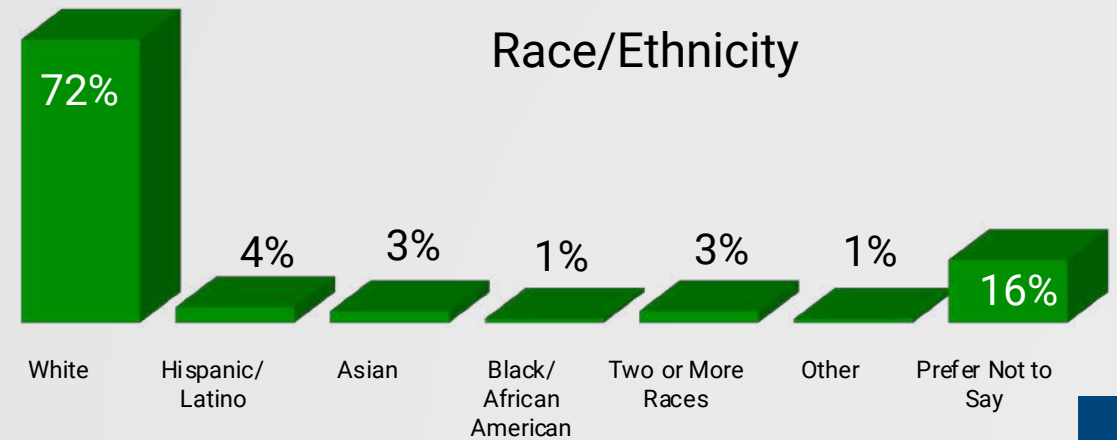
Party Affiliation



Age Range

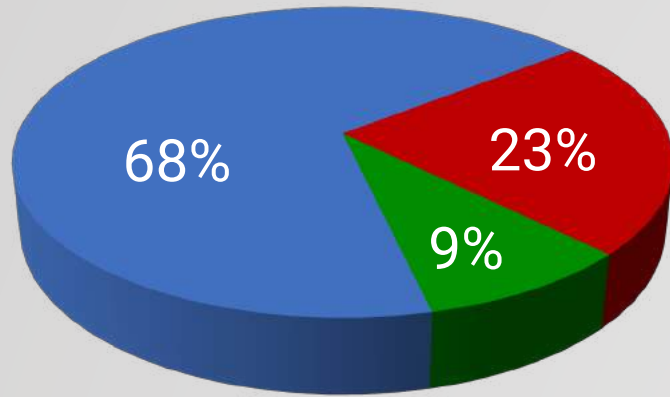


Race/Ethnicity



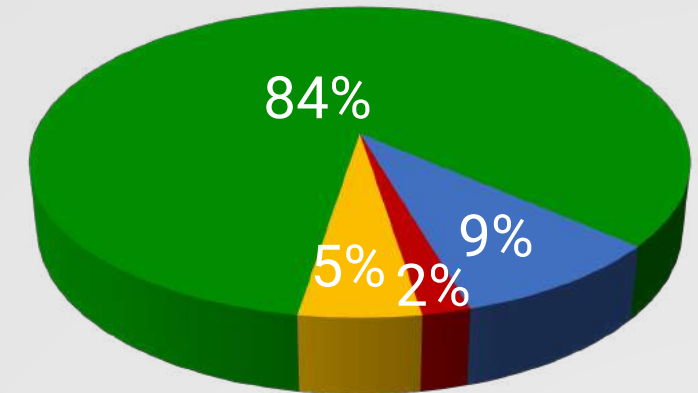
# Survey Demographics

## Marital Status

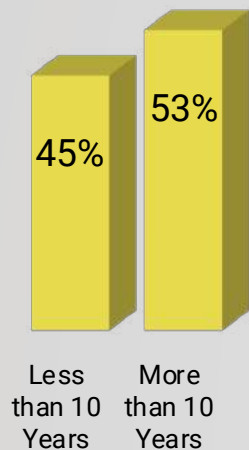


■ Married ■ Single ■ Prefer Not to Say

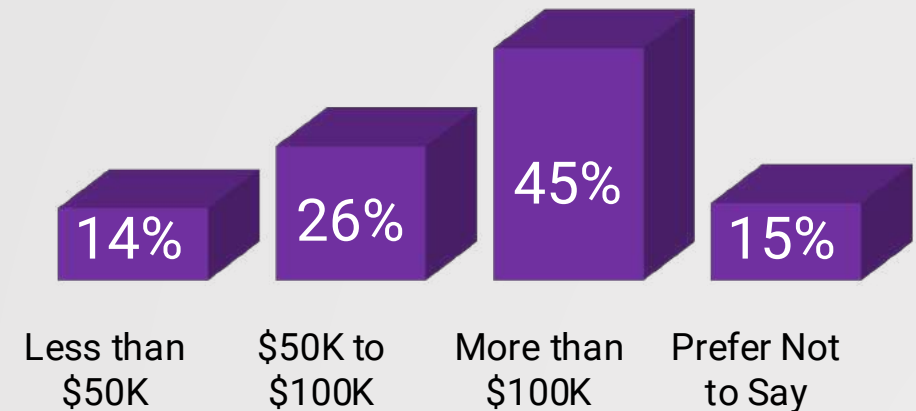
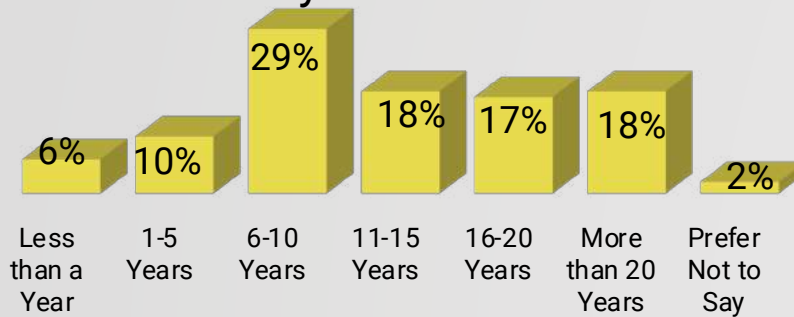
## Rent or Own Home



■ Own ■ Rent ■ Other ■ Prefer Not to Say



## Tenure in Arapahoe County



David Flaherty  
Courtney Sievers  
Ryan Winger  
Katie Witt

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MagellanStrategies.com  
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Broomfield, CO 80023

